Philip Morris USA Weekly Integrated Nielsen

PM'S ALL OUTLET COMBINED PERFORMANCE
WEEKLY INTEGRATED NIELSEN - W/E 8/13/94

- Performance benchmarks were favorable with the exception of OPB (-0.1), B&H (-0.1), and Basic's Share of Discount (-0.1).

	LATEST 4 WEEKS		LATEST WEEK	
PERFORMANCE ISSUES	SHARE	CHG	SHARE	CHG
PM Share Declining	46.3%	-0.3	46.3%	+0.4*
• Marlboro Growth slowing	28.9	-0.1	28.9	+0.3*
• MCS B4G1F Selling Through	0.4	-0.5	0.3	0.0
• PM OPB's Returning to Long Term Trend	8.8	0.0	8.8	+0.1
• Basic SOC Under Pressure	14.4	0.0	14.5	+0.4
RJR's First Weekly Decline Since 7/9	28.8	+0.4	28.9	-0.1
• Select Continues to Gain	1.3	+0.1	1.3	+0.1
• Doral Responding to GPC Initiatives	4.7	+0.2	4.9	+0.1
Discount Category Consolidating*	31.2	-0.1	31.2	-0.4*
• Concentrated among Branded Discounts	24.1	-0.1	24.3	-0.2

*Offset "first week of the month" change.

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Source: https://www.industrydocuments.ucsf.edu/docs/mjvk0004